



WTIC-TV

## ORDER

Print Date 09/20/12

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Flight Dates 10/01/12-10/07/12

Contract / Revision 389216 /

Original Date / Revision  
09/20/12 09/20/12

Advertiser A Roraback/R/5th D/Cong

Agency Jamestown Associates

Buying Contact

5 Mapleton Road  
Suite 300  
Princeton, NJ 08540Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product  
RORABACK FOR CONGRES

Agency Com 15%

Billing Contact  
5 Mapleton Road  
Suite 300  
Princeton, NJ 08540Sales Office TWDC  
Sales Region National  
Agency Ref

Order Sep 00:15:00

Estimate # 5th DISTRICT

Alt Order # 06327386

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Order Share 10% Market Value 116550

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	39%	45454
4WVIT	21%	24475
5WTNH	30%	34965
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	45	\$9,906.75	\$11,655.00	0.00	10/01/12	10/07/12	45	\$9,906.75	\$11,655.00
Totals	45	\$9,906.75	\$11,655.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/01/12	10/05/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	MTWTF--	:30	5	\$55.00	03	0.00	NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					5	\$55.00		0.00			
E 2	61	10/01/12	10/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	3	\$160.00	03	0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					3	\$160.00		0.00			
E 3	61	10/01/12	10/05/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	:30	10	\$75.00	03	0.00	NM	10	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					10	\$75.00		0.00			
E 4	61	10/01/12	10/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	10	\$150.00	03	0.00	NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					10	\$150.00		0.00			
E 5	61	10/01/12	10/05/12		CM	7p-730p	MTWTF--	:30	5	\$300.00	03	0.00	NM	5	\$1,500.00



## Hiatus Dates

Order Sep 00:15:00

Estimate # 5th DISTRICT

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7p-730p											
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MTWTF--		5			\$300.00		0.00				
E 6	61	10/01/12	10/05/12	M-F News at Ten	CM	10p-11p	MTWTF--	:30	5	\$1,100.00	03	0.00	NM	5	\$5,500.00
				News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MTWTF--		5			\$1,100.00		0.00				
E 7	61	10/01/12	10/05/12	M-F News at 11pm	CM	11p-1135p	MTWTF--	:30	5	\$250.00	03	0.00	NM	5	\$1,250.00
				News at 11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MTWTF--		5			\$250.00		0.00				
E 8	61	10/07/12	10/07/12	Su 11p-1130p	CM	11p-1130p	-----1	:30	1	\$250.00	03	0.00	NM	1	\$250.00
				Sun 11p-1130p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----1		1			\$250.00		0.00				
E 9	61	10/07/12	10/07/12	Fox News Sunday	CM	9a-10a	-----1	:30	1	\$150.00	01	0.00	NM	1	\$150.00
				Su 9a-10a Fox News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----1		1			\$150.00		0.00				
Totals														45	\$11,655.00